

# Brands Celebration on International Dance Day / Global Dance Day

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International Dance Day is also addressed as Global Dance Celebration day which is celebrated on 29th April of every year. Dance is a passion and an emotion for a lot of people in the world, it is used as therapy, and as a moment of joy and happiness in all the celebrations. International Dance day was created by Dance Committee of the International Theatre Institute, the main partner for the performing arts of UNESCO.

Not only the dancers or the choreographers, but also dance students who participate in this Gala Celebration by performing, preparing keynote speeches in honour of this day.

Brands have not failed to wish us on this wonderful day, here are some amazing creatives that you shouldn't miss!


tataskyofficial  
17.5K followers

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This International Dance Day,  
let's recreate Tamma Tamma with  
the Queen of Dance

#DanceWithTheLegend



thewaterkingdom  
Original Audio

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# Water Kingdom Launches 'Apna Dance Isstyle' Challenge on International Dance Day

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Mumbai theme park Water Kingdom announced a digital 'Apna Dance Isstyle' challenge on 29 April 2021, celebrated globally as International Dance Day.

A choreographer dancing to a soundtrack was posted on the brand's Instagram page. Participants have been asked to dance to the same in their own dance style – hip-hop, Bollywood, freestyle, contemporary, classical etc. and post on Instagram. They can perform alone, as a couple or as a group.

Participants need to post their entry between 30 April and 15 May 2021 tagging @thewaterkingdom with the #ApnaDanceIsstyle and #InternationalDanceDay. They can also share a sneak peak or BTS (Behind the scene) video and get a chance to be featured on the Water Kingdom page.

Videos will be reviewed by a choreographer as well as followers on Water Kingdom's Instagram page. Public voting will decide the shortlist and one winner in each category (solo, couple, group) chosen by the choreographer will win a gift voucher worth Rs.5,000.

"Water Kingdom is one of the most entertaining destinations that the city offers. While our guests enjoy their rides and slides in the splashy water, we ensure of giving them a groovy vibe with some extra-ordinary foot-tapping music. This international dance day, our #ApnaDanceStyle digital campaign is for all our guests who love dancing. We always strive to entertain our patrons even while they are back at home and are hoping to see a good response from them," said Paresh Mishra, Senior Vice President, Sales & Marketing, EsselWorld & Water Kingdom.

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INTERNATIONAL DANCE DAY

# Water Kingdom throws 'Apna Dance Isstyle' challenge on the occasion of International Dance Day

The Water Park shared a dance + music reel on its Instagram Page and will throw the challenge to its patrons to dance in their own style

ON INTERNATIONAL DANCE DAY,

WATER KINGDOM

IS THROWING THE

#APNADANCE  
#ISSTYLE

CHALLENGE CONTEST ON INSTAGRAM.

To participate follow the steps:

- Step 1: Go to @thewaterkingdom
- Step 2: Click on the #ApnaDanceIsstyle challenge contest reel post
- Step 3: Use the audio of this reel
- Step 4: Record your dance moves in your style
- Step 5: Submit it with #ApnaDanceIsstyle and tag @thewaterkingdom

Entries will be accepted till 15th May, 2021. You can participate as 'Solo', 'Duo' or 'Group'. Winner will be declared in each category. Each winner receives Amazon voucher worth INR 5000\*

GET READY TO GROOVE!



\*T&C apply

Mumbai: If you love dancing, then put on your shoes because the Water Kingdom has thrown the 'Apna Dance Style' Challenge to its patrons on International Dance Day on its Instagram Page. On 29th April 2021, Water Park's Instagram page posted a reel with a choreographer dancing on the given song/ music, where participants have to dance on the same song in their own dance style- hip- hop, Bollywood, freestyle, contemporary, classical etc and post a video/ reel on their Instagram Page.

**Event : #ApnaDanceStyle Challenge**

**Where:** Instagram handle  
@thewaterkingdom

**Dates:**

**Launch of the event-** 29<sup>th</sup> April 2021

**Dates of enrolling and sharing your BTS-**  
30<sup>th</sup> April – 15<sup>th</sup> May 2021

**Dates of voting-** 16<sup>th</sup> – 20<sup>th</sup> May 2021

**Registration:** Free

**Prize:** Winners from each category (Solo, couple & group) to win Rs. 5000 gift voucher

The participants can perform on any dance form of their choice but ensure of presenting it in the most unique way! Moreover, there is no restriction in terms of the number of participants; it could be a solo, couple or even a group.

Upload your reel anytime between 30th April to 15th of May, 2021 tagging @thewaterkingdom with the #ApnaDanceStyle and #InternationalDanceDay. You can also share a sneak- peek video or a

reviewed by the internal choreographer as well as the followers on the Water Kingdom's Instagram page who will then vote for the best one. Winners in each category (Solo, Couple & Group) will win a gift voucher worth Rs. 5000.

**For more details, click on the Instagram link below:**





34 likes

thewaterkingdom

#Apnadanceisstyle

Get ready to groove on this international dance day. Participate in Water Kingdom's dance contest, and stand a chance to win an Amazon voucher worth Rs.5000/-\*.

Register using these steps:-

1. Use the audio of this reel.
2. Record for dance moves in your style.
3. Submit it with #ApnaDanceIsstyle and Tag @thewaterkingdom

Terms and conditions:-

1. 3 winners will be declared, 1 from each category via public voting and Online.
2. Each Winner will be awarded an Amazon voucher worth INR 5000\*.
3. Contest will be ending on 15th May 2021 and Winners will be declared on 20th May 2021.
4. Should be an Indian citizen residing in Mumbai.
5. The winners chosen are the final via public voting and Online.
6. Prize voucher will be sent on Instagram only once. Valid for one-time use only.
7. Voucher must be used within a given time period.

#DanceContest #DanceFloor #DanceLove #DanceChallenge #WaterKingdom  
#Mumbai

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"Water Kingdom is one of the most entertaining destinations that the city offers. While our guests enjoy their rides and slides in the splashy water, we ensure giving them a groovy vibe with some extra-ordinary foot-tapping music. This international dance day, our #ApnaDanceIsstyle digital campaign is for all our guests who love dancing. We always strive to entertain our patrons even while they are back at home and are hoping to see a good response from them", Mr Paresn Mishra, Senior Vice President, Sales & Marketing, EsselWorld & Water Kingdom.

*So what are you waiting for? If you have it in you, then accept the #ApnaDanceIsstyle challenge and show your best moves!*